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Fresno County  
Community Preparedness Program

City of Reedley  
Community Audit

Prepared by:

Reedley Downtown Association  
Reedley Chamber of Commerce  
City of Reedley

With the cooperation of the Fresno County  
Department of Community Development  
as part of its Community Economic Revitalization Program

June, 1984



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Fresno County  
Community Preparedness Program

Community Audit

The completion of this audit will provide your community with the necessary information to assess the assets and liabilities of your area as they relate to business and industrial retention and development. This audit will attempt to obtain essential information on the following areas:

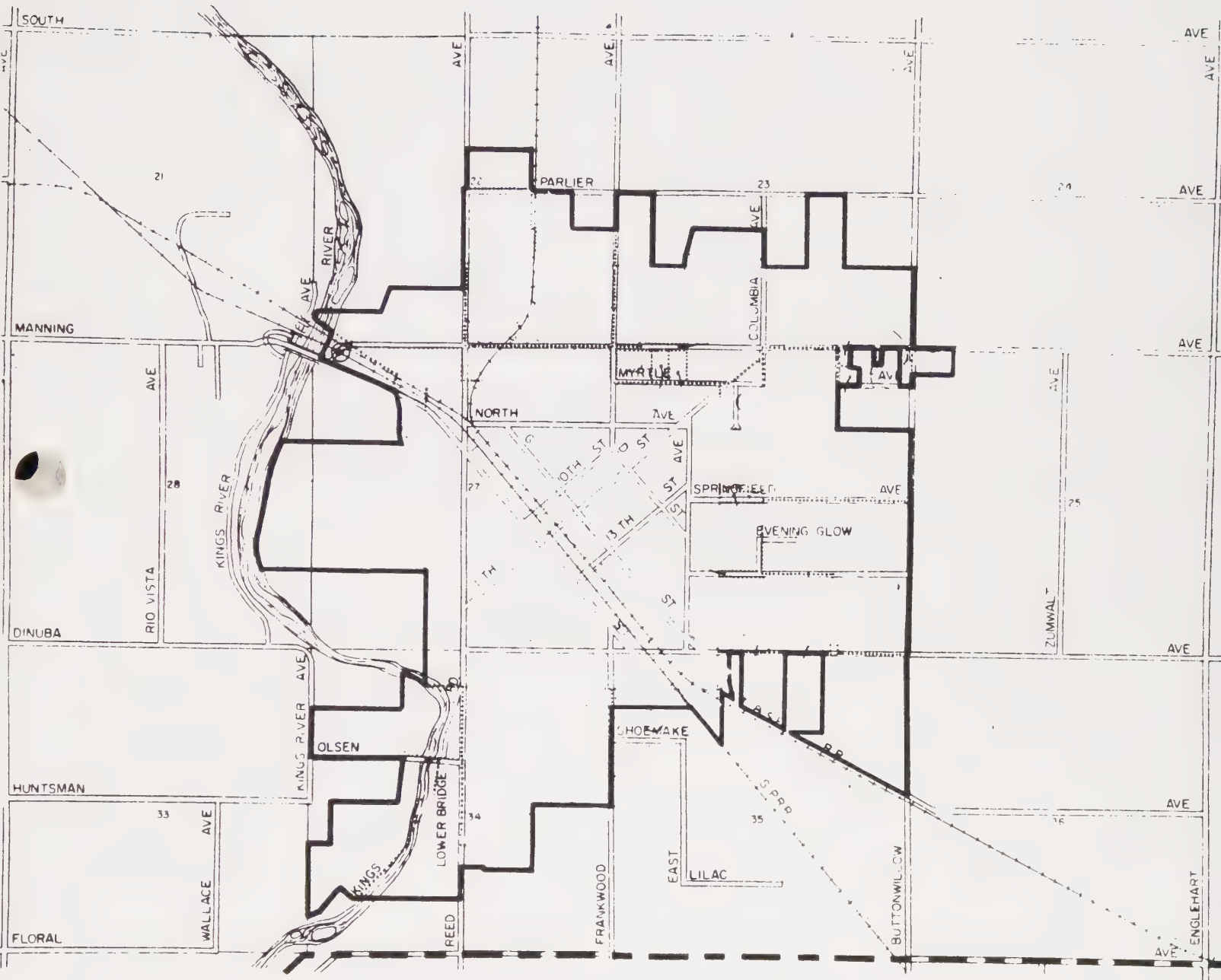
- Industrial Site Identification
- Utilities
- Public Services
- Transportation
- Manufacturing Services
- Major Employers
- Business Climate
- Human Resources
- Quality of Life

These areas of information have been chosen based on the major role they play in a business or industry's location or expansion decision. If your community has identified economic growth as one of its goals, the ability of your community to provide adequate services, an agreeable quality of life and profitable business climate will determine the development potential of your area.





# City of Reedley



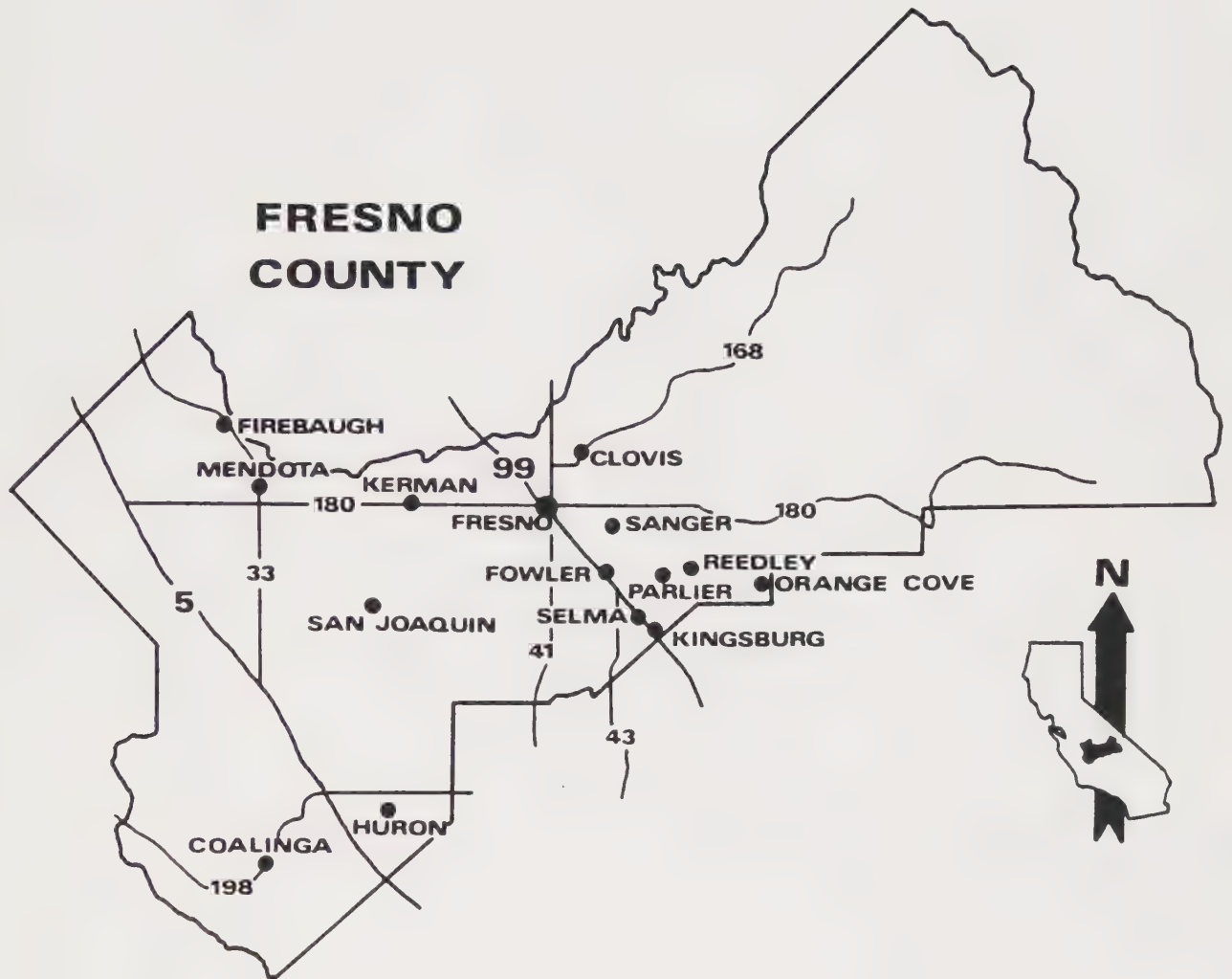
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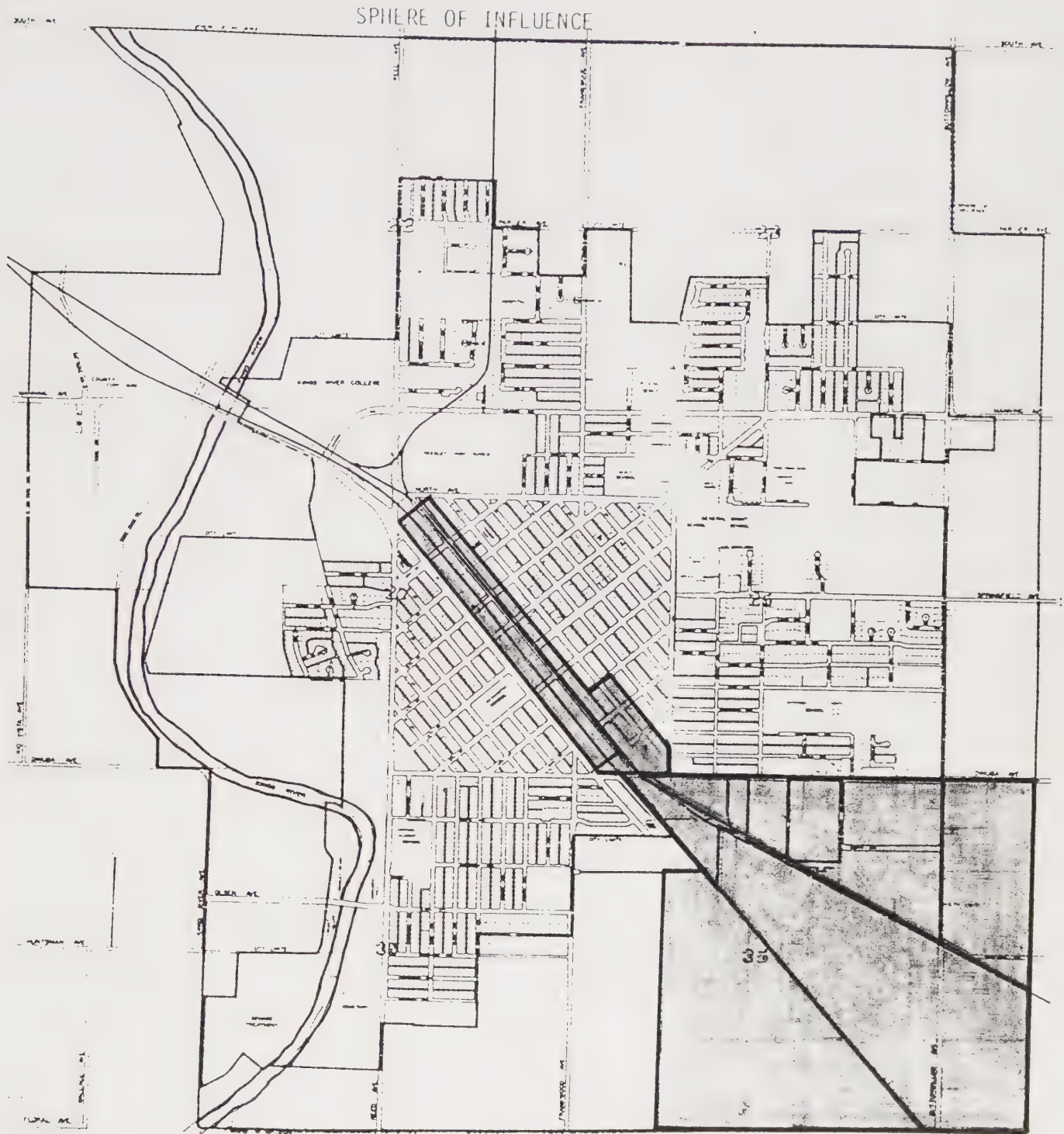
# FRESNO COUNTY







VICINITY MAP OF  
INDUSTRIAL SITE LOCATIONS







## I. INDUSTRIAL SITE IDENTIFICATION

The purpose of this section is to notate the status of existing available industrial properties and the development potential of industrially zoned areas of the community. An existing building inventory has also been conducted. The developed site and existing industrial building data is on information sheets and is part of an industrial site inventory. The industrial site inventory was conducted on October 10, 1983, and is on file with the City of Reedley Planning Department. Contract: City of Reedley, Planning Department, (209) 638-6881, extension 233.

### A. Industrial Parks/Facilities

|                           |   |                               |
|---------------------------|---|-------------------------------|
| Available Vacant Acreage: | 502.87  | Average Costs                 |
| Heavy Industry:           | 164.02  | Per Acre: \$11,000 - \$40,000 |
| Light Industry:           | 283.02  |                               |
| Planned Industrial:       | 55.83   |                               |
| Parcel Size:              | 13-62 acres   |                               |
| Terrain/Drainage:         | Terrain is flat and drainage is good. Sub-soil is stable, and piling is not required in most areas. |                               |

Water: Size of water mains range from 6-12 inches.

Sewer: Size of sewer mains range from 6-15 inches.

### B. Industrial Buildings

Number Available: 8 Buildings of various sizes available.

## II. UTILITIES

### A. Water

1. Does your community have an adequate water supply for industry?

The City of Reedley has adequate community water supply for industry. The capacity of the system is 12.9 million





gallons per day (mg/d) and average daily consumption is 1.7 mg/d. The system is currently operating at 13% of capacity.

2. What is the source of your water supply?

The City's water supply is furnished by water wells and pumping from the underground water table.

3. Are flow and pressure at sites adequate for fire protection?

Generally flow and pressure at industrial sites within the City are adequate for fire protection.

4. What is the storage capacity for raw water?

The City has two 50,000 gallon storage tanks. These are not, however, considered adequate for fire protection or backup capacity. The City, therefore, relies on pumping capacity - approximately 8,700 gallons per minute.

5. For treated water?

The City's water does not require treatment.

6. What is the average daily consumption in gallons?

The average daily consumption of water for the calendar year 1983 was 1,675,267 gallons per day.

7. What is the maximum daily consumption in gallons?

The maximum daily usage during 1983 occurred in August and was 8,134,000 gallons.

8. During what period does maximum consumption occur?

Maximum consumption of water occurs usually during July or August. During the year 1983 the maximum usage for the year occurred in July and was 175,454,000 gallons.

9. What is the chemical analysis of your water?

With regard to chemical analysis of the water, the City water supply meets all State Health Department requirements. Total hardness in the water in the form of calcium carbonate averages 158 milligrams per liter. These are current figures. Precise results of tests from each well are available upon request.



10. Are there plans for expansion of the water system?

The City recently instituted a water well benefit charge on all new development. The charge is intended to provide sufficient funds for water well installation at the time that demand is generated by new development. When these funds are set aside from water well benefit charges for well installation, the demand should require installation of a new well, or wells, and would be proceeded with at that time.

11. Can water lines be extended to sites at no cost to industry?

The City requires that private development install the master planned water mains and any costs for oversizing or line extensions would be paid for by the private development and subsequently reimbursed by agreement with the City as others connect to the line. Reimbursement is made to the extent and at the time that other developments connect to the installed main, and pay their share of the main extension and oversizing costs.

12. What are the water rates for residential and industrial usage inside and outside the city limits?

The water rate within the City for residential use is \$6.35 per month up to a 10,000 square foot building site. Over 10,000 square feet there is an additional charge of \$1.55 for each 2,500 square feet or a portion thereof.

Industrial usage is on the metered rate and is \$0.113 per thousand gallons of water used with a minimum monthly charge of \$15.25. Usage equaling less than the minimum results in a charge of the minimum rate of \$15.15. Rates for furnishing water to industries outside the City are double the rates charged for users inside the City.

B. Sewer

1. What type of sewage treatment facilities does your community have?

The City's wastewater treatment and disposal facilities consist of a 0.5 million gallons per day (mg/d) high rate trickling filter plant and an oxidation ditch (modified form of activated sludge) with a capacity of 2.27 mg/d providing a total capacity of 2.77 mg/d. This is a maximum monthly treatment capacity.





2. What is the sewage treatment capacity?

The maximum monthly treatment capacity is 2.77 mg/d.

3. What has been the peak load to date?

The maximum load of the plant to date was 1.9 mg/d.

4. What types of sewage can your system handle?

The wastewater treatment plant is designed basically to provide for the treatment of domestic strength wastes.

5. Can sewer lines be extended to sites at no cost to industry?

Wastewater collection system mains are extended at a cost to the developer, and the cost of such extensions or oversizing is reimbursed to the developer by the City as others connect to the system and are required to pay their proportionate share.

6. What are sewer rates, both residential and industrial, inside and outside the city limits?

Residential sewer rates are \$5.80 per month and are a flat monthly charge. Industrial rates are based on water meter readings and the strength of the sewage discharged to the system and would therefore vary depending upon the industry. The charge is the same regardless of whether the industry would be located inside or outside the City, unless additional costs are involved in the treatment or transmission of such waste to the wastewater treatment plant.

C. Solid Waste

1. What charges are imposed on industry for garbage collection? Trash?

Monthly bin charges for three yard bins are made as follows for refuse collection:

| <u>Pick Ups<br/>Per Week</u> | <u>1st Bin</u> | <u>2nd Bin</u> |
|------------------------------|----------------|----------------|
| 2                            | \$ 40.65       | \$ 39.10       |
| 3                            | 61.15          | 59.85          |
| 4                            | 81.45          | 80.45          |
| 5                            | 101.40         | 100.65         |
| 6                            | 122.05         | 121.35         |





2. Do you have county-owned sanitary landfills? (What is the distance from the City?)

Solid waste from the City of Reedley is delivered to the Southeast Regional Solid Waste Disposal Site. In the future there is a possibility refuse will be delivered to a waste-to-energy facility proposed for the Sanger area. The current disposal site is 6.5 miles from the City.

3. Do any of the landfills accept industrial waste? (What is the distance from the City?)

The Southeast Regional Landfill is a Class II-2 disposal site and in addition to the ordinary municipal solid waste, accepts construction/demolition materials, agricultural wastes and tires.

#### D. Gas

1. What gas company serves your area?

The Southern California Gas Company serves the City of Reedley. Reedley office is at 1623 11th Street. Phone: (800) 752-2820; Visalia office (209) 732-7961.

2. Are there adequate gas lines at the sites?

The Southern California Gas Company would have to be contacted as to the adequacy of the gas utilities at any particular site and/or industrial usage. Phone: (800) 752-2820.

3. Will they be extended at no cost to industry?

Contact Southern California Gas Company for specific situations. Phone: (800) 752-2820.

4. Have there been gas service interruptions or reduced pressure in the past twelve months?

There have been no interruptions or reductions in pressure in the gas service in the past 12 months.

5. What are the industrial rates for natural gas?

Industrial/Commercial Rate:

Less than 100,000 cubic feet per day - .7184 per therm.



Over 100,000 cubic feet per day that cannot burn alternative fuel - .7184 per therm.  
Over 100,000 cubic feet per day that can burn propane - .62156 per therm.  
Over 100,000 cubic feet per day with oil capability - .56776 per therm.  
Co-generation capability - .46 per therm.

E. Electricity

1. What power company serves your area?

The Pacific Gas & Electric Company provides electricity for the Reedley area. Dinuba office phone: (209) 591-2310.

2. What are the industrial power rates?

|                               |                     |
|-------------------------------|---------------------|
| Single Phase Service          | Per Meter Per Month |
| Energy Charge-All KWH Per KWH | \$.07807            |
| Poly Phase Service Energy     | Above Plus \$1.25   |
| Charge Per Month              | Per Meter           |

3. What is the history of power failures in the past five years?

Due to the number of circuits which serve the Reedley area (four different circuits) it seldom occurs that power is out in all sections of Reedley at the same time.

F. Alternative Fuels

1. List the local suppliers of fuel oil and liquid propane or distance to nearest suppliers.

Van Gas Company supplies LPG and is located within the City of Reedley. Beacon provides fuel oil.

G. Communications

1. What telephone company provides local service to your City?

The General Telephone Company serves the City of Reedley with offices at 1359 "G" Street, Reedley.  
Phone: (209) 638-6351.

2. What long distance carriers service your area?

MCI, Sprint, and AT&T.





3. What companies provide telephone and communication equipment for office and commercial users in your area?

Executone of Central California, Inc., and Valley Telephone Communications Company, are two firms that serve the area. There are numerous suppliers located in Fresno and Visalia, refer to local phone directories.

### III. PUBLIC SERVICES

#### A. Police

1. How many officers are in the sheriff's department?

60 - administration, 227 - deputies, 37 - reserve,  
60 - Fresno State patrolmen (part-time).

2. How many City policemen do you have?

17 sworn and 16 reserves.

3. Can police protection be provided to business/industries outside the city limits?

Yes

If so, is there a charge to business/industries for protection?

No

4. Do you have private protection agencies available?

Yes - There are several in Fresno that serve the area.

#### B. Fire

1. How many firemen does your City have?  
Full-time? Volunteer?

No full-time firemen, 24 volunteers. Mid-Valley Fire District maintains full-time staff at City Fire Station with Joint Powers Agreement and contract for local structural fires.

2. What type of firefighting equipment does your City have?





The City has modern fire fighting equipment which includes 4 pumpers and has a regular training program with Mid-Valley Fire District.

3. What is the fire insurance rating in your City and in surrounding areas?

Currently, it is Class 6, but the City recently had a fire rating with the possibility to go to a Class 5 rating. Surrounding residential area has a Class 8 rating. Industrial area has a Class 9, and areas over 5 miles from responding unit have a Class 10 rating.

4. Are fire protection services provided for industries outside your City and are fees imposed for this service?

Yes - Mid-Valley Fire District. No extra fees are imposed.

C. Local Government and Taxes

1. What form of city government does your community have?

Council/Manager form of Government. Five Council members including the Mayor who is elected by the Council.

2. What form of county government is established?

Charter County with Supervisors and County Administrator.

3. Does your City or County have a policy for offering tax incentives to industry?

No - It is prohibited by state law.

4. What is the City's tax assessment?

|         | <u>Gross Secured</u> | <u>State Board</u> | <u>Unsecured</u> | <u>Total</u> |
|---------|----------------------|--------------------|------------------|--------------|
| 1983/84 | 175,170,841          | 13,333,180         | 13,712,980       | 202,217,001  |
| 1982/83 | 167,034,324          | 12,374,470         | 12,907,833       | 192,316,627  |
| 1981/82 | 156,093,067          | 10,975,460         | 10,444,560       | 177,513,087  |

5. What is the County's tax assessment?

|         | <u>Gross Secured</u> | <u>State Board</u> | <u>Unsecured</u> | <u>Total</u>   |
|---------|----------------------|--------------------|------------------|----------------|
| 1983/84 | 13,824,408,082       | 1,797,575,570      | 1,058,509,651    | 16,680,993,303 |
| 1982/83 | 13,150,507,030       | 1,521,584,830      | 984,911,407      | 15,657,003,267 |
| 1981/82 | 12,670,190,722       | 1,276,234,940      | 922,324,404      | 14,868,750,066 |



6. What are other sources of revenue for the City and County?

Sales tax, motor vehicle fees, and miscellaneous fees and charges.

7. What is the City's operating budget?

General Fund operating budget for 1983-84 - \$2,017,000.

8. What is the County's operating budget?

\$343,505,399 General Fund for 1983-84.

9. What is the City's bonded indebtedness?

Very minimal - A 1966 General Obligation Bond balance of \$195,000, and a 1970 Sewer Bond balance of \$140,000.

10. What is the City's annual payment to indebtedness?

\$59,835

11. What is the County's bonded indebtedness?

-0-

12. What is the County's annual payment to indebtedness?

-0-

13. What are the City's total tax collections?

Total Tax Collected 1983-84: Property Tax - \$382,090; other taxes (sales, franchise, etc.) - \$860,000.

14. What are the County's total tax collections?

Fiscal Year 1983-84 - \$49,661,673 Property Tax.

15. What is the property tax rate for a major industrial area or an area designated for industrial development in the City?

1983-84: 1.0507380





16. What is the property tax rate for a major industrial area or an area designated for industrial development outside of the City?

1983-84: 1.0507380

17. Please provide a copy of your City's business license fee rates. List contact address and phone number for business license inquiries.

The business license rate for industrial uses is \$25.00 per year.

Finance Department - 845 "G" Street, Reedley, CA 93654  
(209) 638-6881, ext. 215.

D. Development Services and Fees

1. Do you have a City or County planning board?

Yes - The City has a nine (9) member Planning Commission.

2. Does your City have a general plan? How recently was it adopted?

Yes - The City has a General Plan which was adopted in 1977 for a planning period through 1995. The General Plan has remained current through policy adjustments made on a yearly basis.

3. Does your City have zoning and building codes and ordinances?

Yes - The City adopted a revised zoning ordinance in 1980. The City has adopted the 1982 Uniform Building Codes and Fire Code.

4. Does zoning extend past the City limits?

Yes - Some areas within the City's sphere of influence are rezoned in conformance with the General Plan.

5. Are the industrial sites and land surrounding the sites zoned?

Yes - Vacant industrial land within the City is zoned. Vacant land adjacent to the City and within the City's sphere of influence is also rezoned for industrial use.



6. Has the City adopted a redevelopment plan? When?

No

7. Does the City have a redevelopment agency? (If yes, who can be contacted regarding redevelopment projects?)

No

8. Are funds available for development through tax increment financing?

No

9. What is the City's fee for amending the general plan?

\$100.00 - amending the general plan.

\$ 50.00 - environmental review.

10. What is the County's fee for amending the general plan?

\$124.00 - amending the general plan.

\$ 50.00 - environmental review.

11. What is the City's fee for a zone change amendment?

\$100.00 - zone change.

\$ 15.00 - environmental impact review or cost.

12. What is the County's fee for a zone change amendment?

\$370.00

13. What is the City's fee for a conditional use permit?

\$75.00 - conditional use permit.

\$15.00 - environmental impact review or cost.

14. What is the County's fee for a conditional use permit?

\$470.00

15. What is the City's fee for a zone variance?

\$75.00 - zone variance.

\$15.00 - environmental impact review or cost.





16. What is the County's fee for a zone variance?

\$170.00 - simple.

\$370.00 - more involved.

17. What is the City's fee for a subdivision/parcel application?

\$25.00 - parcel map.

\$25.00 - subdivision plus .50¢ per lot.

18. What is the County's fee for a subdivision/parcel application?

Parcel map \$50.00, \$9.00 per lot. Subdivisions \$150.00 for map, plus:

|                 |       |
|-----------------|-------|
| \$10.00 per lot | 1-10  |
| \$ 9.00 per lot | 11-30 |
| \$ 8.00 per lot | 31-50 |
| \$ 7.00 per lot | 51 +  |

E. Community Improvement Programs and Projects

1. Does the City have a capital improvements program? (Indicate the time frame of the program.)

Yes - Five year program.

2. Does the County have a capital improvements program? (Indicate the time frame of the program.)

Yes - Three years, from fiscal year 1983-84 to 1985-86. The items on the capital improvement program for the fiscal years 1983-84 through 1985-86 include the South Reed Avenue overlay.

3. List the projects in the City's capital improvement program and their expected completion date.

The projects relating to Industrial Development would be as follows:

1. Addition to the water system of a new water well - summer 1985.
2. A parallel sewer line which will be a receiver line from the line currently carrying waste from the industrial park area - 1987.



4. List the County's improvement projects that will have an impact on the City and areas surrounding it.

None

5. How does the City finance its capital improvement projects?

Developer is assessed fees for capital improvement projects, general revenue sharing, and state and federal grants.

6. How does the County finance its capital improvement projects?

General revenue sharing, state and federal grants.

7. Does the City have special improvement or assessment districts? If yes, list them and their purpose.

No

8. Are there any fees or special taxes levied on property owners in improvement or assessment districts?

No

#### IV. TRANSPORTATION

##### A. Major Access Routes

1. What major highways serve your area?

Highways 99, 180, 41, 63, and J-19.

2. How far is it to the nearest interstate highway interchange?

12 miles from Reedley on Manning Avenue to Highway 99.

##### B. Motor Carriers

1. What motor freight carriers serve your area?

Most major freight carriers provide daily service.

Are there any others licensed but not presently serving the area?

Yes - A complete list is available from the Fresno County-City Chamber of Commerce. Phone: (209) 233-4651.





2. Which carriers have terminals in your community?  
What is the distance to other terminals?

None - Fresno - 25 miles; Visalia - 25 miles.

3. What major cities are within normal overnight service?

Los Angeles, Reno, Sacramento, San Diego and San Francisco.

Two-day service?

All major markets in the Western United States.

4. What specialized carriers serve the area?

Refrigerated, petroleum/gas, livestock, rock and sand, heavy equipment, and special hauling.

5. Which carriers are unionized?

Major corporate carriers are unionized.

6. What is the history of carrier employee work stoppages?

None

7. Which carriers are restricted to in-state points?

All tied to interstate carriers. Contact California Trucking Association, 1240 Bayshore Hwy, Burlingame CA 94101. Phone: (415) 579-3500.

8. Can you supply rate information on certain commodities to specified points, if required?

Yes - Rate information can be obtained by contacting individual carriers.

9. Do you have bus service? Parcel delivery services? Rental automobiles and trucks? If not, how far is it to the nearest service?

Yes - Greyhound bus service, twice daily, 7 days a week, 9:35 a.m. to Fresno and 5:30 p.m. to Visalia. UPS, Fresno office: (209) 226-9300. Rental automobiles are available through the local Ford dealer. There are no truck rental firms located in Reedley. There are services located in Fresno (25 miles).



C. Rail Service

1. What railroads serve your area?

Atchison, Topeka and Santa Fe, 2650 Tulare Street, Fresno, California, 93718. Phone: (209) 264-9731. Southern Pacific Transportation Company, 1300 East Shaw Avenue, #151, Fresno, California, 93710. Phone: (209) 227-5311.

2. What are the switching schedules?

Every other day.

3. Do you have piggyback facilities? If not, how far is it to the nearest facility?

No - Fresno - 25 miles.

4. How many freight trains run per day east and west? How many north and south?

No freight trains, only those trains picking up local shipments.

5. What are the shipping days to major cities in the region? Other regions?

2 days - Los Angeles, San Francisco; Chicago - 4 days.

6. Can you supply rates for certain commodities to specified points, if required?

Yes - Contact specific railroad companies.

D. Air Service

1. Does your City have a commercial airport? If not, how far is it to the nearest commercial airport?

No - 25 miles to Fresno or Visalia.

2. What airlines serve your area?

Frontier, Dash Air, United, Western, West Air, Republic, and PSA. For more information contact: Fresno Air Terminal, 2401 North Ashley, Fresno, CA 93727. Phone: (209) 251-6051.





How many flights per day?

35-36 flights per day out of Fresno.

3. Does your area have air freight service?

Yes - Contact Fresno Air Terminal.

4. What is the annual average number of days your airport is closed because of weather conditions?

Closed an average of 15 days per year due to fog conditions.

5. Describe your local airport, including services available.

Reedley Municipal Airport is a full service general aviation airport: fuel available, Chevron 80 and 100; and maintenance available: air frame and engine inspection maintenance, and overhaul. F.B.O., Reedley Flying Service - (209) 638-4080. The Reedley Municipal Airport has a 3,300 lighted, asphalt runway and taxi-way which can accommodate most twin engine business aircraft.

E. Water Transportation

1. What is the location of the nearest navigable waterway?

Stockton - 145 miles north; Los Angeles - 200 miles south;  
San Francisco - 209 miles north.

2. What port facilities are available at the nearest port?

The Stockton port encompasses 600 acres with 3 million square feet of warehouse space, and facilities available for dry or liquid bulk, and general cargo.

V. MANUFACTURING SERVICES

A. Industrial Support Services

1. Does your City have firms offering tool and die service?  
If not, how far is it to the nearest service?

Yes - Examples:

|                           |                             |
|---------------------------|-----------------------------|
| B & H Metal Works, Inc.   | 1331 G Street (209)638-3048 |
| Hamilton Equipment        | 344 E. Dinuba (209)638-7314 |
| Reedley Motor Parts       | 1184 I Street (209)638-3618 |
| Penner Brothers Parts Co. | 1023 G Street (209)638-2267 |



2. Does your City have firms offering electric motor repair?  
If not, how far is it to the nearest service?

Yes - Example: Berry Hill Electric, 1021 "F" Street,  
(209) 638-3222.

3. Does your City have firms offering heat treating processing?  
If not, how far is it to the nearest service?

Yes - Example: B & H Metal Works, Inc., 1331 "G" Street,  
(209) 638-3048.

4. Does your City have firms offering metal plating services?  
If not, how far is it to the nearest service?

No - 25 miles

#### B. Industrial Supplies

1. Does your City have industrial supply firms?  
If not, how far is it to the nearest service?

Yes - Examples: HISCO, 18137 East Vino, (209) 638-6814;  
Penner Bros., 1023 "G" Street, (209) 638-2267.

2. Could you find sources of raw materials, packaging and  
shipping materials, etc., if required?

Yes - Examples: Golden Valley Container Industry,  
1801 10th Street, (209) 638-2998; and MAXCO, 343 East  
Dinuba, (209) 638-9263.

#### VI. MAJOR EMPLOYERS

List top 10 major employers in each category in your area using the  
following format:

##### A. Manufacturing Employers

| <u>Company</u>           | <u>Product</u>            | <u># Employees</u> |
|--------------------------|---------------------------|--------------------|
| Wickes Forest Industries | Lumber/Logging            | 270                |
| Mont La Salle Vineyards  | Wines and Brandies        | 100-150            |
| Salwasser Manufacturing  | Automotive Packing Equip. | 145                |
| Buchmin Industries       | Glass Products            | 140                |
| MAXCO Supply             | Boxes & Packing Machinery | 45-130             |
| ISC Wines                | Wine                      | 85                 |



American Forest Products  
Brandt Manufacturing

Lumber  
Forklifts

58 (peak)  
15-20

B. Non-Manufacturing

| <u>Company</u>                                       | <u>Service</u>         | <u># Employees</u>     |
|--|------------------------|------------------------|
| Kings Canyon Unif. Sch. Dist.                        | Public Schools         | 625                    |
| Kings River Community College                        | College                | 231                    |
| Mennonite Brethren Homes                             | Health Care Facilities | 145                    |
| Sierra Kings Hospital                                | Public Health          | 104                    |
| General Telephone                                    | Utility Company        | 100                    |
| City of Reedley                                      | Municipal Government   | 61                     |
| 24 Fruit & Vegetable Packing<br>& Cold Storage Firms | Fruit & Veg Packing    | Up to 200<br>each/year |

VII. BUSINESS CLIMATE

A. Financial Community

1. What banks or branches, savings and loan associations, and credit unions are located in your community? List name, address, phone and contact. Please indicate community banks.

Bank of America  
936 "G" Street, Reedley, CA

Orange "Curly" Reynolds  
Manager - (209) 638-6902

Crocker National Bank  
1603 11th Street, Reedley, CA

Tom Schitanishi, Manager  
(209) 638-3525

Finance & Thrift Company  
1633 11th Street, Reedley, CA

Frank Lopez, Manager  
(209) 638-2560

Great Western Savings & Loan  
1000 "G" Street, Reedley, CA

Teddy Jones, Manager  
(209) 638-6344

Guarantee Savings & Loan  
1710 9th Street, Reedley, CA

Jim Penner, Manager  
(209) 638-9218

Household Finance Corp.  
1004 "G" Street, Reedley, CA

Lynne Costa, Manager  
(209) 638-6337

Kings River State Bank  
1003 "I" Street, Reedley, CA  
(Community Bank)

Dave Englebright, Manager  
(209) 638-8131





2. What is their experience in financing industry?

Bank of America: They have a full package of loans available for industrial financing. They participate in SBA loans and in the following related programs:

1. Community Reinvestment Act
2. Urban Revitalization
3. Municipal, Mortgage and Industrial Revenue Bonds
4. C.I.R.P. (Fed) City Improvement Restoration Program
5. U.D.A.G. (Urban Development Action Grants through the community, i.e., administration and cooperation of lender program.)

Crocker Bank: They have a full package of loans available for industrial financing. From operating lines of credit to long-term financing. They also participate with SBA and local redevelopment agencies in providing additional industrial related loans. The main thrust is agriculture related industries and manufacturing type loans.

Finance and Thrift: They do not participate with any SBA programs or government agency loans.

Great Western Savings & Loan: They do not finance industrial development projects at this time nor participate in any SBA or federal development projects.

Guarantee Savings & Loan: Primary emphasis is on general purpose properties, offices, industrial, shopping centers, etc. They do not participate in any SBA programs at this time. Commercial equipment leasing is also available.

Household Finance Co.: They do not participate in SBA or other government financing programs.

Kings River State Bank: (local community bank) They participate in light industrial financing. They also participate with SBA and, in fact, the majority of their large loans are created through this agency. These SBA loans are used basically for developing new businesses or in the expansion of existing business.

3. Will local banks participate with the Small Business Administration and other federal agencies in providing loans for industrial land, buildings, and equipment?

Yes - The local banks would participate with SBA and other federal agencies in providing loans for industrial land, buildings and equipment. The banks would be the primary source of loans under any governmental support program. The savings & loans, and the finance and thrifts would have to develop their own programs.



4. List local groups currently promoting new business development in your area? (Chamber of Commerce, Downtown Association, etc.) What public/private partnerships exist and for what purpose? List of cooperative group efforts.

The Reedley Chamber of Commerce is actively working to create a better business climate, and is a resource available to provide limited information to potential developers.

The Reedley Downtown Association (RDA) was organized in May, 1983. It consists of approximately 100 merchants in the downtown area of Reedley. This group has hired an executive director to help promote and market the downtown area and to recruit commercial businesses to Reedley. The County of Fresno, the City of Reedley, the Reedley Downtown Association, the Chamber of Commerce and private business interests are cooperatively working toward public improvements in the downtown and industrial areas. The City also provides a full service professional planning and engineering service.

In 1974, an industrial park was developed which was subsequently sold out. Currently, a new industrial park on an adjacent site is being developed by landowners, the City, and the RDA.

5. List any federal, state, county or local business financing programs available in your area.

Fresno County Community Revitalization Fund, Economic Development Administration (EDA) Loan Guarantee Program, Industrial Development Bonds, Urban Development Action Grants (UDAG), SBA 503 loans through the Central California Certified Development Corporation, state loan guarantees through the Valley Small Business Development Corporation, and SBA 502 and 7(a) loan guarantees. Programs are coordinated through the Fresno County Community Development Department.

#### B. Business Community Information

1. Can you identify local plant managers and personnel directors who are knowledgeable about doing business in your community? (Please indicate contact name, firm, address and phone number.)

Mel Salwasser  
Salwasser Manufacturing  
20075 East Manning Avenue  
(209) 638-8484

Joe Kelly  
Christian Brothers  
8418 South Lac Jac  
(209) 638-3544





Allen Corrin  
Corrin Produce Sales  
655 East Dinuba  
(209) 638-3636

Max Fleming  
MAXCO  
343 E. Dinuba Avenue  
(209) 638-9263

David Miller  
American Forest Products  
10389 S. Buttonwillow  
(209) 638-8191

Ben Pelton  
Bashmin Industries  
1485 East Curtis  
(209) 638-3588

2. How do local business and industry leaders rate your area as a place to do business? (Use factors such as satisfaction with the work force, local and county government, community services, etc.) What are their suggested improvements?

There appears to be an adequate work force in and around Reedley to provide workers for new industry. They are mainly semi-skilled or unskilled workers, though there are many highly trained persons locally who are commuting to work in larger cities. Cooperation from local and county government is good.

There is a good railroad transport service available through the Santa Fe and Southern Pacific Railroad systems. Access to Highway 99 is 12 miles west on a 4-lane divided road. The local airport has recently expanded the runway by 500 feet, to a 3,300 foot asphalt runway and taxi-way which can accomodate most twin engine business aircraft. Fresno Air Terminal is 25 miles away and provides full service.

C. Recent Developments in Business Community

1. What is the expansion history of local businesses/industry?

A 10 year period was used for both Taxable Sales Permits and Taxable Retail Sales (1970 - 1980), as listed below.

I. Taxable Sales Permits

|      |             |
|------|-------------|
| 1970 | 219 Permits |
| 1980 | 270 Permits |

This reflects an increase of 51 permits over this ten year period or a 23.3% increase.

II. Taxable Retail Sales

|      |              |
|------|--------------|
| 1970 | \$15,970,000 |
| 1980 | \$61,969,000 |

An increase of approximately \$46,000,000 or 288% over 10 years.



2. List new businesses and industries which have located in your community during the past five years.

Auto Parts

Chief Auto Parts  
Reedley Motor Parts

Auto Repair

Art's Garage  
Fruit Distributing Corp.

Bakery

El Nopal Bakery

Bank

Kings River State Bank

Convenience Stores

Zip & Go

Dining

Antonio's  
Hong Kong  
Reedley Opera House

Furniture

McMahan's

Grocery

Town & Country Market

Hair

Country Fair & Hair  
Creative Hair

Jewelry

Gonzalez Jewelers

Laundromat

Launderland

Miscellaneous

Alta Vista Answer/Service  
Belmont Nursery  
Dancer's Place  
East West Printing  
Garner's Stationery  
Group W Cable  
Main Street Bookstore  
Microtronics  
Morris Jones Photography  
Reedley Car Wash/Texaco

Restaurants

Jodi's  
McDonald's  
Pizza Pirate  
Randy's Pizza Factory

Professional

Dr. Dixon, Optometrist  
Dr. Janet Habegger  
Dr. Riley Hayashi, Orthodontia  
Dr. Dennis Ikuta, D.D.S.  
Dr. Ren Imai  
Dr. Jaswant Matharu, GYN  
Dr. Josinder Matharu, GP  
Dr. F. Nagata, Podiatrist  
Dr. Ken Peters, C.P. & Pediatrics  
Bruce Sanborn, C.P.A.  
Dr. M. Shah  
Sequoia Contact Lens Co.

Travel

Golden Valley Travel  
Bensen Travel

Video

All That Video  
One Stop Video  
Ernie's Video

3. What businesses have left your community in the past five years? (State reasons for leaving, if known.)

1. Just Furniture
2. Walt Grawan's Coffee Shop
3. Rasco's - corporate chain bankruptcy
4. Security Pacific National Bank



## VIII. HUMAN RESOURCES

### A. Population

1. What are the population estimates for your community for the last three years? Your County? (Note sources of these figures.)

City: 1984 - 12,874    1983 - 11,876    1982 - 11,617  
County: 1984 - 558,588    1983 - 545,957    1982 - 532,892  
Source: California State Department of Finance

2. What is the 1980 census population of your community and County, for 1970? What is the percentage change between 1970 - 1980 and the annual growth rate? (Note sources of these figures.)

|  | <u>Total<br/>%<br/>Change</u> | <u>Annual<br/>%<br/>Change</u> |
|--|-------------------------------|--------------------------------|
| Reedley: 1980 - 11,071<br>1970 - 8,804   | 25.8                          | 2.6                            |
| County: 1980 - 515,013<br>1970 - 413,053 | 24.6                          | 2.5                            |

Source: U.S. Census and California State Department of Finance.

### B. Education

1. What is the enrollment in your public schools?

5,418 - Kings Canyon Unified School District (1983)  
2,944 - State Center Community College District (1983)

2. Do you have more than one school system in your City? List names.

Yes - Kings Canyon Unified School District  
      Kings River Community College District

3. How are your educational systems financed?

State of California revenue funds and property taxes.

4. How many elementary schools are in your community? Intermediate schools? High schools?

Seven elementary schools, two intermediate schools and two high schools.





5. What is your student to teacher ratio?

27:1

6. What schools does your community have other than public?  
What is their enrollment?

Immanuel Mennonite High School - 355; Saint LaSalle Elementary - Catholic - 226; and two schools for special education and the handicapped - Kelso Southeast Center - 42; and Monte Vista School - 97.

7. What is the accreditation of your schools?

Western Association of Schools and Universities.

8. What percentage of your high school graduates enter college?

60%

9. Is there a vocational training program at the high school level?

Yes

10. How many students are enrolled in your high school vocational education programs?

630 students out of 1400.

11. What is the expenditure per pupil per year in your community?

\$2,000

12. What colleges and universities are located within a 30-mile radius?

Kings River Community College, Fresno City Community College, California State University at Fresno, College of the Sequoias, one school of professional psychology, and two law schools.



### C. Training

1. Do you have a technical school or a college in your community?

Yes - Kings River Community College, which is academic, vocational and technical.

List areas of training provided.

Administration of justice, aeronautics, flight science, land care courses for AG-NR-LH, agriculture general, agriculture mechanics, animal husbandry, landscape horticulture, natural resources, plant science, art, automotive technology, biology, business administration, business office skills, chemistry, child development, computer science, co-op general, dental assistants, economics, English, engineering, fashion merchandising, foods and nutrition, geography, geology, guidance studies, health education, history, information systems, individual study, industrial technology, journalism, mathematics, music, philosophy, photography, physical education-athletes, broad range of P.E. activities, physics, political science, psychology, recreation, sociology, Spanish, speech and theatre arts, and statistics.

2. List the industrial training programs available in your community, and agencies or educational institutions available to participate in the training.

Kings River Community College, Reedley High School

3. Are facilities available in your community for training employees?

Yes

4. What companies in the area have utilized training programs?

Salwasser Manufacturing Company

### D. Employment and Wages

1. What is your area's current total employment?

1984 - 4888

Unemployment rate? (County) 1984 - 13.9%  
Source: California State Department of Finance





What are the skill levels of those unemployed in general terms?

Low to semi-skilled.

2. What is your current total manufacturing employment?

1,100

3. Can you conduct a labor survey if necessary?

Yes - Through the Chamber of Commerce with assistance from the Fresno County Community Development Department.

4. What is the average manufacturing wage in your county?

\$8.04

5. What is your labor drawing area in miles?

50 miles

6. What are the fringe benefits practices in the area?

Most companies offer comprehensive health insurance plans, vacation and sick leave, and approximately 7-10 days annual holiday leave.

E. Union Activity

1. What manufacturers are unionized?

None

What are the unions?

N/A

2. What is the history of strikes and other labor unrest (last five years?)

None

3. Have there been any recent organization attempts?

No



4. What were the results of recently held union elections?

N/A

5. What types of skilled and semi-skilled workers are available in the area?

Mechanics, sheet metal, aeronautical technicians, dental assistants, nurses, clerical, forestry, electricians, and electronics technicians.

6. What is the turnover rate?

Negligible

## IX. QUALITY OF LIFE

### A. Housing

1. What is the availability of rental houses and apartments?

The vacancy factor in the City of Reedley has been very low (1.75%) and in response to this a number of units have been built and more are proposed. In 1983 the total units approved for construction by the City Council were 662, 492 multiple family and 170 single family.

What are the rental rates?

Rental rates for two and three bedroom homes range from \$175.00 to \$700.00 per month.

Rental rates for one and two bedroom apartments, duplexes and triplexes range from \$200 to \$500 per month.

2. What is the availability of houses for sale?

There are five subdivisions where construction of houses has started, others are proposed.

3. What are the sales prices of new houses? What are the sales prices of existing houses?

Sales prices for new houses range from \$46,900 to \$145,000. Sale prices for existing houses range from \$45,000 to \$175,000.



4. Are new housing developments planned? Where?

Yes - Currently on the west and east side of the community.

5. In what direction is your City growing?

North, South, East and West.

#### B. Recreational and Cultural Activities

1. Does your City and/or County have an organized recreational program? (example: baseball, softball, etc.)

Yes - Reedley Parks & Recreation has a full-time staff.

Kings River Community College has a full complement of sports and recreational programs. The high school offers an adult school for a variety of activities.

In baseball, there is a Japanese American League, American, Babe Ruth, and Little League. In the City league, there is baseball, softball and T ball.

Flag football, adult and youth; winter tackle football; fall soccer; youth adult basketball; and men's-women's coed softball. All of the above are offered through the Reedley Parks and Recreation Department which also has the largest Community Center in the County, 200,000 square feet.

2. How many parks and picnic areas are located in the City?

Seven parks in the City of Reedley. Fresno County has in excess of 25. Four picnic areas are located in Reedley. Numerous nearby County parks have picnic and barbeque facilities available.

3. What other recreation and amusement facilities are within a reasonable distance? (Picnicking, camping, tourist attractions, movie theaters, water skiing, beaches, etc.)

Snow skiing at Sierra Summit; boating at Millerton Lake and Kings River; water skiing with a boat ramp at Cricket Hollow Beach, and other beaches at Reedley and Smith Ferry, Hume Lake, and Pine Flat Dam; and hiking and camping at Kings Canyon National Forest and Sequoia National Forest. One movie theatre in Reedley and several located in Fresno and Visalia.





4. Are there hunting and fishing areas near your City that are available to the public?

Hunting is available around Reedley, and in Kings Canyon National Forest and Sequoia National Forest. Available game include: deer, dove, quail and pheasant.

Fishing is available on the Kings River, at Millerton Lake, Hume Lake, Pine Flat Dam, Sequoia National Forest and Kings Canyon National Forest.

5. Are spectator sports available within a reasonable distance?

Youth, adult, high school and college sports in Reedley. Fresno has semi-pro hockey and baseball. Fresno State University, Fresno Pacific College and Fresno City College have full sports programs. Visalia has an equal complement of sports as does Fresno, and both cities are 25 miles from Reedley.

6. Does your area have a country club?

Kings River Country Club and Sherwood Forest Golf Club.

- a. Are memberships available?

Yes

- b. Are corporate memberships available?

Yes

- c. What is the cost of a membership?

Kings River - \$250 initiation fee and \$82.50 per month.  
Sherwood Forest - single rate \$430 per year, family rate \$500 per year.

7. Is there a community theatre group nearby?

Yes - Kings River Community College.

- a. Concert series?

No

- b. Arts and crafts facilities?

No - There is a Kings River Arts Council.



- c. If not, how far is it to the nearest location offering these opportunities?

Fresno - 25 miles - population approximately 250,000.

Visalia - 25 miles - population approximately 53,000.

8. Do you have a library?

Yes - Fresno County Library and Kings River Community College Library.

9. What women's clubs, men's clubs, garden clubs, civic clubs, etc., are in your community?

Beta Sigma Phi XI, Sigma Alpha, Business and Professional Women's Club, Catholic Daughters of America, Fraternal Order of Eagles Auxilary, Filipino Women's Club of the San Joaquin Valley, Mennonite Brethren Missionary Society, Modernes, Study and Civic Club, Syrian-American Women's Club, Kiwanis, Rotary, Lions, Jaycees, Y.M.C.A., Japanese-American Citizen League, Latin-American Youth Organization, San Joaquin Pioneer Club-California Chapter, Sierra-Kings Hospital Auxiliary, United Finnish Brotherhood, and the Young Farmers.

10. Do you have Boy Scout and Girl Scout organizations?

Yes

11. Are all major church denominations represented?

Yes

C. Community Services

1. What shopping facilities are in or near your community?

Extensive downtown shopping and the Reedley Shopping Center. Fresno, population approximately 250,000, is 25 miles away, as is Visalia with a population of approximately 53,000.

What major retail chains are represented?

J.C. Penney Co., Thrifty Drug, Beno's, Save Mart, Radio Shack, and Sears and Wards (both are catalogue).

2. How many physicians and dentists does your community have?

Fourteen physicians and ten dentists.



3. How many hospital beds does your community have?

Thirty-six beds general and 55 beds private psychiatric, plus four private nursing homes and two residential care homes.

4. How many television stations does your community have?

Eight: 53, 21, 18 (public), 26, 23, 47 (ABC), 24 (NBC), and 30 (CBS). Group W Cable is headquartered in Reedley serving the Reedley area and surrounding communities, including local origin broadcasts.

Do you receive all networks?

Yes

5. Do you have educational television?

Yes - Channel 18, public television.

6. How many radio stations does your community have?

Two - KDRU AM and KOJY FM. Reception from Fresno, San Joaquin Valley, Los Angeles and San Francisco. Group W Cable offers universal radio reception.

7. Do you have a daily newspaper?

Fresno Bee

Weekly? Reedley Exponent

Biweekly? None

8. Do you have adequate overnight room accommodations?

Yes - Burgess Hotel which is uniquely decorated in Turn of the Century motif.

9. How many restaurants does your area have?

Seven

Banquet facilities?

Five - Bear Club, Reedley Opera House, Kings River Community College, New China Restaurant, and Reedley Community Center, plus several other catering services.





D. Community Appearance

1. Does your community have a beautification program?

Yes

List public or civic groups involved.

1. Kiwanis Club - swimming pool
2. Lions Club - playground at C.F. Mueller Park
3. Rotary Club - rotary ballfield
4. Independent Telephone Pioneers
5. Y.M.C.A.
6. Boy Scouts
7. Conservation Corp
8. 4-H Club
9. Sunrise Kiwanis
10. Jaycees
11. Reedley Downtown Association
12. Fresno County Personnel
13. Individuals and corporations too numerous to list

2. How would you rate your community's appearance?

Above average

What needs to be improved?

Improvements could be made to the City's streetscape and parking lots. In addition, running the telephone and powerlines underground would enhance the overall aesthetics of the community.

5533B

## 1. Community Resources

1. List the community resources available in your area.

Ans:

List the people in your community who are involved in the following activities:

1. Church - Pastor, Members, Deacons
2. School - Principal, Teachers, Students, Parents
3. Hospital - Doctors, Nurses, Patients, Staff
4. Government - Officials, Citizens
5. Business - Owners, Employees, Customers
6. Religious - Clergy, Members, Volunteers
7. Community - Leaders, Members, Volunteers
8. Family - Parents, Children, Grandparents
9. Friends - Friends, Neighbors
10. Other - Other community members

2. How would you rate the quality of the community resources available?

Ans: Very good

What would you like to see improved?

Improvements could be made in the way the community resources are organized and coordinated. In addition, more resources are needed in the area of health and social services.



U.C. BERKELEY LIBRARIES



C124879244



